



# ***FASHION MERCHANDISING***

Immaculata's Fashion Merchandising programs prepare graduates for career opportunities in retail, marketing, and merchandising apparel and related products. Fashion Merchandising students acquire in-depth knowledge of the apparel industry and fashion cycles. Course work in fashion history and design, manufacturing, and sales provide a foundation in the evolution of the apparel industry. Students explore consumer behavior and its role in driving fashion trends and purchasing patterns. Standard business practices including visual display design, catalogue design, marketing, and advertising as well as business development and management are additional focal points. Students graduate with the training and portfolio required for an entry-level position in retail management, retail buying, apparel & accessory product development, fashion event coordination, manufacturing, visual merchandising and distribution outlets within the fashion industry.

## **DEGREES OFFERED**

Bachelor of Science in Fashion Merchandising–  
126 Credits

Associate of Science in Fashion Merchandising –  
63 Credits

## **MAJOR REQUIREMENTS –**

### **Bachelor's Degree**

Apparel Construction & Design  
Introduction to Fashion Merchandising  
Flat-Pattern Making & Designing  
Interior Design  
Textiles  
Visual Design  
History of Costume  
Buying Principles & Practices  
Fashion Seminar  
Fashion Field Experience  
Principles of Economics  
Group and Organizational Behavior  
Accounting & Budgeting  
International Business  
Business Law I  
Business Management  
Marketing Principles & Practice  
Computer Aided Design  
Fashion Show Production  
Business Computer Applications

## **MAJOR REQUIREMENTS –**

### **Associate's Degree**

Apparel Construction & Design  
Flat-Pattern Making & Designing  
Introduction to Fashion Merchandising  
Interior Design  
Textiles  
Business Management  
Marketing Principles & Practice  
Principles of Economics  
Accounting & Budgeting  
Visual Merchandising  
History of Costume  
Buying Principles/Practices

*Degrees can be completed entirely in the evening*